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# FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION • UNITED STATES DEPARTMENT OF AGRICULTURE

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No. 81

The GROCER-CONSUMER ANTI-INFLATION CAMPAIGN is being intensively supported by all major food trade publications. October issues are carrying reproductions of the store promotional material featuring the campaign emblem--clasped hands of grocer and consumer with the words, "PLEDGED TO KEEP PRICES DOWN." Trade Association support is evidenced by meetings that have taken place all over the country at which the main topic has been, "What can we as grocery associations do to help make this campaign a success?"

A & P, Safeway, Kroeger, and United Stores are among the national chain organizations that will use the display material in their stores, and are now featuring the campaign in their advertising. Display material is being readied for distribution through the home offices of the chains, by independent grocer associations, and by prominent wholesalers. Consumers may expect to see campaign banners and streamers in their neighborhood stores early in November. Large red, white and blue sign saying, "We post 'em, you check 'em," will call attention to the official OPA ceiling price lists. Other posters will reiterate the grocers' pledge to (1) Charge only ceiling prices, or less (2) Post ceiling lists prominently and (3) Discuss questions of price ceilings with consumers and correct mistakes.

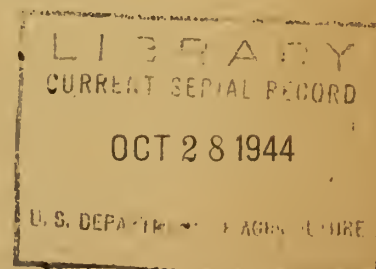
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WPB's Field Service Bulletin No. 13, dated October 14, announced a transfer of the responsibility for the FATS SALVAGE CAMPAIGN from the War Production Board to the War Food Administration. Under the new arrangement, OPA will continue to give points for salvaged fat, and WPB continues to channel through its Salvage Division to volunteer committees the policies and programs prescribed by WFA. OD's Marketing Reports Division will handle administrative matters pertaining to this program. A memo confirming this new set-up has been issued to the Field service of WPB and Field Staff of OD from M. M. Sandstrom, Head of the Marketing Reports Division. A Fact Sheet on Fat Salvage was issued concurrent with Sandstrom's memo. You may want to give a push to the fact that the need is as great as ever for fat salvage.

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The RECOMMENDED 1945 STATE GOALS on four programs that require planting decisions this fall are scheduled to be sent to the field in a few days. Included will be the recommended State production goals for barley and oats in States where these crops are fall-seeded; recommended flaxseed production goals for California and Arizona; goals for vegetable seeds; and for some commodities a revision of the production-guide statement on winter vegetables that was sent out earlier this fall to certain states, the revision being based on more complete information that has become available.

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NATIONAL GOALS HANDBOOK. . . . Work is under way on the preparation of the 1945

National goals handbook which, in addition to background statements on the food situation and on commodities, will present the overall goals for each crop. Space will be devoted to prospects regarding farm labor, fertilizer, machinery, and other production factors as well as to support price data, and the marketing and transportation situation. Concurrently, a breakdown by commodities is being prepared which will give pertinent background information and tables for crops and livestock produced in the respective states.

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EDMUNDS COUNTY, SOUTH DAKOTA, has made a detailed survey as to the POST-WAR BUYING INTENTIONS of the County's farmers which shows that they can afford and intend to spend more than 3-1/2 million dollars during the first two post-war years on farm and farm home improvements and equipment. The survey, based on returns from 614 of the 957 farm families in the county, shows that more than \$812,000 will be spent on farm improvements such as new barns, granaries, fences, repairs, etc.; that nearly 1-3/4 million dollars will be spent on farm equipment such as general tillage equipment, combines, trucks, tractors, etc.; that nearly \$600,000 will be spent on farm home improvements and equipment such as new houses, remodeling, painting. Automobiles will account for about \$445,000 of the total estimated spending of \$3,615,350.

The survey also included a census of post-war farming opportunities in the county: "There will be 99 new farms created by men who have indicated a willingness to subdivide their present large farms to accommodate a returning veteran or war worker. . . Only 31 farmers have indicated a desire to sell their farms after the war. . . The ex-"G.I." who hasn't money enough to start farming for himself may find a place with one of the 245 farmers who expressed a desire for a full-time, year-round hired man when the war ends. In addition there will be 716 seasonal jobs each year such as harvesting, threshing, and haying."

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AG RELEASES OF SPECIAL INTEREST. . . . Allocation of REA funds for 1944-45-3363; President's letter on farm machinery--3372;

Canned prunes and apples offered for sale-3368; Packers required to set aside canner and cutter beef-3377; Hospitals to get "set-aside" butter-3385; Edgar B. Black named WFA Director of Transportation-3387; Production of important kinds of vegetable seeds larger than in 1943-3393; U. S. civilians allocated 83 percent of apples-3398.

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OTHER RELEASES OF AGRICULTURAL IMPORTANCE. . . . Price Administrator praises the record of America at war--OPA-4888;

Specific ceilings set for contract cotton picking services--OPA-4886; Manufacturer's prices of bulk rolled oats (frozen)--OPA-4885; 10-cents transportation allowance on log run southern pine lumber restored--OPA-T-2660; Cents-per-pound retail mark-ups for fresh cranberries established--OPA-4881; Price ceiling set for this year's crop of edible tree nuts--OPA-4899.

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TENTATIVE FIRST ESTIMATES of crop damage caused by the hurricane in Florida are that from 10 to 25 percent of the orange and tangerine crop and 20 to 50 percent of the grapefruit crop has been damaged. Announced by WPB of a temporary increase in the amount of tin processors may use is expected to expedite salvage of at least part of the fruit now on the ground as a result of the storm.



WHERE ARE THE FARMS? is a question that will be asked and discussed on the Farm and Home Hour radio show for October 28 in a somewhat novel manner. A network announcer will read representative letters taken from the Department's mail bag from servicemen who want to know about farming and farming opportunities after the war. Charles F. Brannan, Assistant Secretary of Agriculture, will answer questions raised. Connie B. Gay will MC the show. Ruth Van Deman will give the usual 6 minutes of Homemakers News and Information.

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On Saturday, October 28, 1944, CONSUMER TIME'S regular radio show originating in Washington over NBC at 12:15 p.m., EWT, will be devoted to the OPA CONSUMER-GROCER CAMPAIGN. The dramatization will consist of a typical scene in a grocery store. Free copies of the October issue of the Consumers' Guide (with an article about the OPA grocer-consumer anti-inflation campaign) and copies of an anti-inflation grocery list will be offered to the radio audience. The participation of national and local groups will be described. Listeners who are interested in the campaign will be referred to their War Price and Rationing Boards.

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"FARM BOOKKEEPING AND THE FEDERAL INCOME TAX" (revised). . . . Scheduled to be off the press any day now is the revised edition of this pamphlet on the principles of record keeping for farm management and income tax purposes. Changes in the income tax laws since the previous edition are covered. It will come out this time as Miscellaneous Publication 554. Limited distribution will be by BAE; major use will be made by Extension Service dealing with farmers on income tax questions.

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"FARM LAND VALUES AND THE WAR" (revised). . . . The revised edition of the leaflet by this name is scheduled to be off the press early in November. It is 8 pages, illustrated, and discusses dangers of a farm land boom and what steps are being taken to avoid it. Notification copies will be sent to Extension directors, editors, economists; States Agricultural Economists and Statisticians; vocational teachers, supervisors, assistants, Regional Analysts; Experiment Station Directors; AAA, OLUC, FCA, and FSA personnel.

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HANDBOOK ON HEALTH FOR FARM FAMILIES. . . . A 12-page handbook telling how to maintain good health on the farm has just come off the press. Primary distribution is being made to FSA borrower families; notification copies can be obtained from your nearest FSA regional office.

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EAT MORE FISH. . . . A special drive aimed at increasing the national consumption of fish will begin October 30 and will continue through November 18. The Fish and Wildlife Service of the Department of Interior is cooperating with WFA in this drive. A fact sheet on the subject will be out early this week.

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SECRETARY WICKARD will speak at a meeting of the Association of Land Grant Colleges at Chicago on October 25.

